

COMMONWEALTH OF MASSACHUSETTS

Executive Office of Housing and Economic Development

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

Commonwealth Marketing Office

FISCAL 2015 ANNUAL PLAN

6/1/2014

INTRODUCTION

The Commonwealth Marketing Office Fiscal 2015 Annual Plan complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance measurements by which to evaluate goals, programs, and initiatives. This plan also demonstrates alignment where applicable with the Commonwealth’s economic development plan and policy, Choosing to Compete in the 21st Century.

AGENCY OVERVIEW

The Commonwealth Marketing Office (CMO) is part of the Massachusetts Marketing Partnership (MMP). The CMO coordinates marketing efforts on behalf of the MMP and the Executive Office of Housing and Economic Development (EOHED). CMO has the following goals:

- Brand Massachusetts as an ideal place to work and to start and grow business
- Market public and private sector efforts for job growth, talent retention, and regional prosperity
- Promote technology and innovation advances of Massachusetts-based companies and universities
- Develop strategies to reach international tourism markets emerging around the world
- Cross-market Massachusetts across a variety of business, educational and tourism platforms

The Commonwealth Marketing Office works with departments within the EOHED and across the administration, and with businesses, nonprofits, tourism entities and others to promote Massachusetts in a broad-based positive way. The CMO’s role is to help create marketing products and strategies for strengthening the Massachusetts brand, and in a practical way, to supply marketing materials that can be used at conferences, meetings and for informational purposes.

FISCAL YEAR 2015 ANNUAL PLAN

GOALS	STRATEGY	MEASUREMENTS
Market the Strengths of Doing Business in Massachusetts	Develop the blog Massitsallhere.com as a central portal for publicizing a cross-section of EOHE/Administration initiatives.	Expanded readership through search engine optimization, launch e-newsletter, increase guest bloggers and social media.
	Support MassEcon's goal to increase by 20% annually the number of private sector "ambassadors" sharing their knowledge and enthusiasm about the Commonwealth with businesses interested in locating or growing here,	Increase by 20% the number of conventions, conferences, trade missions and HED events where ambassadors are called upon to share knowledge.
	Work with MassEcon to develop a central document (United Airline's 40-page Massachusetts supplement) that encapsulates the chief assets of the Commonwealth.	Dissemination of the supplement through print distribution, digital presence, social media and press coverage.
	Create collateral materials for Mass Office of Business Development for its salesforce.	Number of distribution end user-points, including site location prospects and conferences
	Work with the Mass Office of Business Development and Regional Economic Development Organizations on regions specific marketing materials	Distribution end user points
	Production of MOTT's annual MassJazz Guide to promote the creative economy and the performing arts in the Commonwealth.	Distribution end user-points, plus media coverage, feedback from users.
	Work with MCCA, Massport, MOTT and MOITI to identify international opportunities that arise from emerging	Number of new collaborations across agencies resulting in new opportunities

	markets and air routes.	
Coordinate Marketing & Messaging	Integrate a spectrum of Massachusetts assets into a singular messaging template across social media platforms.	Improved coordination across EOHED and with Mass Office of Travel and Tourism, Association of Independent Colleges and Universities and other and select groups
Economic Development Plan Alignment: Above goals align with Increasing the Ease of Doing Business Category for Action – Action Step 4.3.1: Marketing the Ease of Doing Business in Massachusetts.		

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